DOCUMENT RESUME

ED 289 215 CS 505 839

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TITLE Public Relations: Selected, Annotated Bibliography.
INSTITUTION Speech Communication Association, Annandale, Va.
PUB DATE Mar 87
NOTE 5p.; Small print.
PUB TYPE Reference Materials - Bibliographies (131)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Annotated Bibliographies; Business Education; Career Planning; Careers; Classroom Communication; *Communication Research; Interaction; *Interaction Process Analysis; *Organizational Communication; Persuasive Discourse; Publicity; *Public Relations; Relevance (Education); Speech Communication; *Speech Curriculum; *Speech Instruction
IDENTIFIERS Communicator Style

ABSTRACT

Designed for students and practitioners of public relations (PR), this annotated bibliography focuses on recent journal articles and ERIC documents. The 34 citations include the following: (1) surveys of public relations professionals on career-related education; (2) literature reviews of research on measurement and evaluation of PR and organizational communication; (3) analyses of communications styles among PR teachers and practitioners; (4) teaching guides and curricula; and (5) position papers on various PR theories and applications. The bibliography also includes a non-annotated list of 12 recent general textbooks on public relations. (JG)

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Selected, Annotated Bibliography

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March 1987

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For those who practice and study public relations, there is a growing body of literature, as the following list of a dozen texts indicates: (1) Public Relations: Strategies and Tactics by Wilcox, Ault, and Agee, New York: Harper & Row, 1986; (2) Effective Public Relations, 6th edition, by Cutlip, Center and Broom, Englewood Cliffs, N.J.: Prentice-Hall, 1985; (3) This is PR, 3rd edition, by Newsom and Scott, Belmont, Calif.: Wadsworth, 1985; (4) Public Relations, Cases & Problems, 9th edition, by H. Frazier Moore and Frank B. Kalupa, Homewood, Ill.: Richard Irwin, 1985; (5) Managing Public Relations by Grunig and Hunt, New York: Holt, Rinehart and Winston, 1984; (6) Public Relations Concepts & Practices, 3rd edition, by Raymond Simon, New York: John Wiley & Sons, 1984; (7) The Practice of Public Relations, 2nd edition, by Fraser P. Seitel, Columbus, Ohio: Charles E. Merrill Publishing, 1984; (8) Public Relations by James Norris, Prentice-Hall, 1984; (9) Public Relations: The Profession and the Practice by Aronoff and Baskin, St. Paul, Minn.: West Publishing, 1983; (10) Public Relations in Action by R. T. Reilly, Prentice-Hall, 1981; (11) Modern Public Relations by John E. Marston, revised, New York: McGraw-Hill, 1979; (12) Fundamentals of Public Relations, 2nd edition, by Nolte and Wilcox, New York: Pergammon Press, 1979.

This bibliography focuses on recent journal articles and ERIC documents. EJ numbers refer to journal articles indexed in the Current Index to Journals in Education. ED numbers refer to those documents abstracted in Resources in Education, obtainable in microfiche or paper copy. For order information, check the latest issue of RIE or write to SCA (address above) for an ERIC Document Reproduction Service order blank and price information.

Baxter, Bill L. "Education for Corporate Public Relations." Public Relations Review; v11 n1 p38-41 Spring 1985. EJ 315 010.
Surveyed members of the Public Relations Society of America who reported that (1) students planning PR careers in corporations should take courses in this order of priority: journalism, PR, internships, speech communication, marketing, etc., and (2) an MBA degree was the best advanced education degree.

Bradley, Bert E. "Sharing a Public Relations Program with a Department of Journalism." ACA Bulletin; n39 p27-29 January 1982.
Considers three issues: the definition of PR; the PR curriculum at Auburn University; and a rationale for including the PR curriculum in a speech communication department.

Carr, Harold. "Communicating during a 'Crisis'." Vital Speeches of the Day; v53 n8 Feb. 1, 1987, p248-50.
The vice president of PR and advertising at the Boeing Company speaks on crisis communication and how the staff handled the Japan Air Lines 747 crash of August 12, 1985.

Cline, Carolyn G. The Tip of the Iceberg: Bibliographic Essay on Measurement and Evaluation in Public Relations, 1974-84. Paper presented at the 1985 Assoc. for Education in Journalism and Mass Communication Meeting, 14p. ED 258 259.
Reports the major findings of a literature review of major articles on measurement and evaluation in PR, business, and organizational communication. Concludes that practitioners and academicians agree that some kind of evaluation and evaluation is needed, but there is no consensus on the type of methodology that might be most effective.

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Culbertson, Hugh M. Breadth of Perspective—An Important Concept for Public Relations. Paper presented at 1984 Assoc. for Education in Journalism and Mass Communication Meeting, 47p., ED 247 578.
Defines "breadth of perspective" and argues its importance in PR practice and research.

_____. "Practitioner Roles: Their Meaning for Educators." Public Relations Review; v11 n4 p5-21 Winter 1985. EJ 327 749.
Surveyed instructors of PR courses and found they emphasized a decision-making style for practitioner one that combines elements of managerial roles with those of a communication technician.

Dozier, David M.; Hellweg, Susan A. A Comparative Analysis of Internal Communication and Public Relations Audits. State of the Art. Paper presented at the 1985 International Communication Assoc. Meeting, 22p. ED 261 429.
Compares two measurement activities important to PR: the PR audit and the internal communication audit. Considers their differences in terms of practitioner roles with organizations.

Gibson, Dirk C. Public Relations Education in a Time of Change: Suggestions for Academic Relocation and Curriculum Renovation. Paper presented at 1985 Southern Speech Communication Assoc. Meeting, 21p. ED 251 171.
Argues that contemporary PR training overemphasizes print journalism at the expense of managerial skills and social science theory. Suggests that, because of its suasory nature, PR would be more effectively offered through speech communication departments.

Gwin, Louis M., Jr. PR Internships: A View from Both Sides of the Fence. Paper presented at 1984 Association for Education in Journalism and Mass Communication Meeting, 12p. ED 244 273.
Having worked with interns for 13 years as a practitioner, and now as a teacher, Gwin offers observations from both sides of this PR experience.

Hamilton, Peter K. Issues in the Ethics of Public Relations. Paper presented at the 1984 Central States Speech Assoc. Meeting, 17p. ED 244 309.
Examines: (1) truthfulness in communications with the public; (2) the need for research and the right of privacy; (3) the legitimacy of persuasion as a goal of PR activities; and (4) accountability, or measuring the effect of PR campaigns.

Heath, Robert L. "Are We Teaching the Right Things? A Glance at the Present and Future." ACA Bulletin; n43 p68-71 April 1984. EJ 294 638.
Reviews requirements and trends in PR with respect to preparing speech communication students for these careers.

Hiebert, Ray; Devine, Carolyn. "Government's Research and Evaluation Gap." Public Relations Review; v11 n3 p47-56 Fall 1985. EJ 327 718.
Although research and evaluation are considered important to the successful execution of public information programs, this survey of top federal information officers reveals that almost no research or evaluation is conducted. Discusses reasons for the discrepances between theory and practice.

Kopenhaver, Lillian L. "Aligning Values of Practitioners and Journalists." Public Relations Review; v11 n2 p34-42 Summer 1985. EJ 318 149.
Tested the attitudes of newspaper editors and PR professionals to determine how much they understand each other's goals. Found differences in their perceptions of the role of news releases and the relative status of their professions. Contends these misunderstandings are rooted in journalism education.

Larson, Mark A. Media Relations: The Planned Event. Paper presented at the 1984 Assoc. for Education in Journalism and Mass Communication Meeting, 10p. ED 243 147.
Discusses teaching methods used to introduce PR students to planning the media event. Describes Daniel Boorstin's concept of a "pseudo-event,"—one which is planned, often "hyped" and is evaluated for success on how much news media coverage the event receives.

Long, Larry; Hazelton, Vincent. "Assessing Communication Behavior: An Application within the Public Relations Profession." Journal of Applied Communication Research; v12 n1 p17-33 Spring 1984.
Found significant differences in the communication behavior of PR professionals within the following organizational variables: profit vs. nonprofit, counseling vs. noncounseling, wide vs. narrow spans of control, and upper vs. lower management levels.

Measell, James. "Public Relations and Speech Communication: Partners in the 80s?" ACA Bulletin; n39 p35-38 January 1982.
Presents the rationale for PR education in a speech communication department: (1) the shift away from journalism is in keeping with national trends: (2) PR activities and functions—communicating policy decisions, legislative intelligence, etc.—are compatible with perspectives in speech communication; and (3) a growing need for PR research can be met by scholars in speech communication.

Meussling, Vonne. Persuasive Fund Raising: The Psychology of Student Entrepreneurship. Paper presented at the 1985 Public Relations Society of America Meeting, 22p. ED 264 615.
Describes the curriculum for a persuasion class that includes theory and an internship, in which the PR student manages a promotional and fund-raising event with agencies such as YMCA, the United Way, American Heart Association, etc.

_____. The Multinational Challenge: A Public Relations Phenomenon. Paper presented at 1984 Public Relations Society of America, 24p. ED 253 900.
Reviews research that shows the impact of cultural customs on multinational business, examining positive and negative cases involving cultural factors. Recommends that PR students interested in positions in multinational companies take more business courses, learn languages, and participate in internships with multinational companies.

Nadler, Marjorie K. Learning Resources for Public Relations. Paper presented at 1986 Central States Speech Assoc. Meeting, 18p. ED 268 617.
Examines resources available in teaching PR, such as internships, class campaigns, and national competitions—the Phillips Morris Marketing/Communications Competition, the Public Relations Student Society of America, the Levi-Strauss Public Relations Challenge, and the Bateman Case competition.

Olasky, Marvin N. The Aborted Debate within Public Relations: An Approach through Kuhn's Paradigm. Paper presented at 1984 Assoc. for Education in Journalism and Mass Communication Meeting, 21p. ED 244 277.
The disdain for the practice of PR exists, according to a survey of 10 PR textbooks, because of a few unfortunate practices. Olasky, however,—developing Kuhn's theory of the paradigm—contends that over twenty years ago the door to PR evaluation slammed shut when practitioners developed a comfortable paradigm about the purpose of PR and then ceased questioning it.

_____. How the "Public Relations Journal" Responds to Criticism of Public Relations Ethics. 1985, 23p. ED 258 263.
The discussion of ethics from 1946-75 began with a defense of PR practices that mounted to criticism but was cut off just as key ethical questions were raised. The period beginning with 1976 has had less published criticism of ethics and more discussion of "PR for PR." Although leaders point to the quantity of journal articles on ethics, qualitative analysis shows the superficiality of all but a few articles.

_____. Reception of Edward Bernays' Doctrine of "Manipulating Public Opinion." Paper presented at 1984 Assoc. for Education in Journalism and Mass Communication Meeting, 20p. ED 245 231.
Traces, from 1923-1960, how critics and reviewers reacted to the ideas of Bernays, the founder with Ivy Lee of public relations.

Pavlik, John V. Simulator: A Pilot Interactive Simulation Program for Use in Teaching Public Relations. 1986, 16p. ED 270 752.
Describes a computer program in which the student is placed in the role of an assistant editor assigned to improve the employee newsletter and faces decision-making situations. Student responses are reported as "interesting," "educational," and "challenging."

Phifer Gregg; Gee, Gerry. Two Courses in Public Relations. Paper presented at 1985 Southern Speech Communication Assoc. Meeting, 8p. ED 257 163.
Describes two courses at Florida State Univ.: Introduction to PR, from a liberal arts approach, and Public Relations Management, which covers budgeting, time management, and crisis and issues management.

Scrimger, Judith. "Profile: Women in Canadian Public Relations." Public Relations Review; v11 n3 p40-46 Fall 1985. EJ 327 717.
Noting sharp increases in numbers of women choosing PR as a career, this survey reports high job satisfaction, although these women express the same frustrations as their American counterparts: less authority, lower salaries, and fewer senior management positions than men.

Selnow, Gary; Wilson, Shelly. "Sex Roles and Job Satisfaction in Public Relations." Public Relations Review; v11 n4 p38-47 Winter 1985.
Surveyed PR practitioners and found very high job satisfaction, but women were also less satisfied than men with their salaries and the levels of creativity their jobs required.

Shelby, Annette N. Public Relations as Strategy. Paper presented at 1985 Southern Speech Communication Assoc. Meeting, 13p. ED 257 160.
Argues for a controlling principle (or theme) for the introductory PR course and suggests strategic communication, a perspective that focuses on messages as strategic responses to audiences and situations

Stacks; Don; Wright, Donald. A Study of Reactions to Ethical Dilemmas in Public Relations, 1986, 21p. ED 270 777.
Examines ethical decisions PR students may face later in their careers. Results support earlier research by Ryan and Martinson, which reported that the moral and ethical values of practitioners override organizational concerns; in other words, they believe they are accountable to "an authority higher than management."

Trenth, Judith S.; Trent, Jimmie D. "Public Relations Education: An Opportunity for Speech Communication." Communication Education, v25 p292-98 Nov. 1976; and "Speech Communication and Public Relations: The Prospect for the 1980's." ACA Bulletin; n42 Oct. 1982.
Argues that academic preparation for PR should be located in speech communication departments since they can provide the theory and practice needed to design public and private communication. Outlines PR curricula for speech communication departments.

Wakefield, Gay. Communication Competence in Public Relations' Management Counseling Function. Paper presented at 1986 Central States Speech Assoc. Meeting, 16p. ED 270 833.
PR literature and degree programs tend to focus on gathering, analyzing, writing, and designing information. Both neglect the fact that a great deal of a practitioner's success depends on oral and nonverbal communication. Management counseling is one area in which success is enhanced through application of speech communication theories and methodologies.

Wakefield, Gay; Cottone, Laura P. The Academic Preparation Recommended by Public Relations Employers. Paper presented at 1985 Central States Speech Assoc. Meeting, 21p. ED 255 961.
A survey of PR department heads and agency owners supports the necessity for curricular reform in PR education and the deemphasis of journalism. Executives ranked these areas ahead of journalism: marketing, advertising and PR campaigns, speech communication, PR perspectives, management, organizational communication, basic advertising, publicity, and case studies.

Weatherup, Jim. A Glossary of Terms Used by PR Practitioners. 1985, 36p. ED 266 509.
Defines over 600 terms.

Wittig, John W. The Basic Public Relations Course: A Pedagogical Perspective. Paper presented at 1985 Southern Speech Communication Assoc. Meeting, 26p. ED 260 462.
Describes the role and function of the Introductory PR Course at University of Alabama. Covers content (an emphasis on evaluating and applying PR theory), use of the Grunig and Hunt text, and instructional methods.

Yagle, Pamela; McCartney, Hunter. Designing a Prospective Admissions Test for Public Relations Majors. Paper presented at the 1984 Assoc. for Education in Journalism and Mass Communication, 29p. ED 246 459.
Describes a proposed admission test for PR majors, one that totals 400 points and includes these categories—attitude, creativity, motivation, problem solving, communication skills, and writing.